WEBINARS

FLOURISHING TRADE: IMPORTING U.S. FOOD & FLORICULTURE INTO KOREA

Wednesday, May 21, 2025 | 4:00 PM - 5:00 PM
Registration: Wednesday, May 14 - Tuesday, May 20, 2025
Online | United States of America

https://www.wusata.org/e/SMLXQPQ

EVENT DETAILS

Flourishing Trade: Importing U.S. Food & Floriculture into Korea

May 21, 2025, 4:00-5:00 PM PDT

The meeting link will be sent to registered companies within 24 hours of registration

Presented by Bryant Christie Inc. and KBSI

This webinar is targeted at exporters of food, floriculture, and specialty agricultural products based in the Western United States, especially those interested in entering the Korean market. The presentation will provide a technical overview of Korea's import landscape, including tariff structures, maximum residue level (MRL) regulations, and phytosanitary certification requirements presented by Bryant Christie Inc. WUSATA's South Korea representative, KBSI, will explore Korean consumer preferences, retail and e-commerce trends, and key opportunities for U.S. products particularly in the areas of floriculture, baking ingredients, and high-value specialty foods. The session will conclude with a discussion of business considerations, market entry strategies, and real-world insights to help exporters navigate this growing and dynamic market.

Detailed Meeting Overview:

1. **Welcome & Opening Remarks**
   - Introduction
   - Brief overview of objectives and what attendees can expect

2. **Korea's Import Market Landscape: A Technical Overview**
   - Tariffs and Trade Agreements
     - Current tariff structures under KORUS FTA
     - Tariff reduction timelines and impacts
   - Importing Challenges & Technical Requirements
     - MRL (Maximum Residue Levels) standards and compliance
     - Phytosanitary certification requirements (esp. for fresh produce)
     - Labeling, packaging, and customs clearance procedures

3. **Understanding the Korean Consumer & Retail Environment**
   - Consumer trends in health, sustainability, and premiumization
   - Online grocery growth and offline retail categories (hypermarkets, department stores, specialty grocers)
   - Demand for imported foods and floral products

4. **Spotlight: Specialty Product Opportunities**
   - Growth of niche segments: organic, functional foods, plant-based
   - Success stories of U.S. specialty brands in Korea
   - Regulatory considerations for specialty categories (e.g., functional claims,

novel foods)

5. **Blooming Business: Floriculture Opportunities**

- Market trends in floriculture: gifts, home decor, weddings, and lifestyle shifts
- Demand for unique U.S. varieties
- Import logistics: seasonality, cold chain, quarantine requirements

6. **Baked-In Potential: U.S. Baking Ingredients**

- Korea's growing interest in home baking and premium bakery chains
- Opportunities for U.S. flour, nuts, dairy ingredients, natural flavorings
- Distribution models and buyer preferences

7. **Q&A Session**

- Open floor for participant questions

8**. Closing Remarks & Next Steps Summary of key takeaways**

- Upcoming WUSATA Events
- Invitation one on one consulting

Learning Outcomes:

- **Understand Korea's Technical Import Requirements -** Identify key tariff structures under existing trade agreements (e.g., KORUS FTA), navigate Korea's MRL standards, phytosanitary requirements, and certification processes for food and floriculture products
- **Gain Insight into Korean Consumer Behavior and Retail Trends -** Describe Korean consumer preferences for imported food and floral products, recognize key retail channels and emerging platforms shaping demand
- **Evaluate Market Opportunities for U.S. Exporters -** Assess the potential for U.S. specialty foods, baking ingredients, and floriculture products in Korea, understand niche trends such as health-conscious eating, premium gifting, and lifestyle-driven purchases
- **Identify Trade Barriers and Business Considerations -** Analyze regulatory and logistical challenges when exporting to Korea, learn how to address potential obstacles in product registration, labeling, and customs clearance
- **Explore Real-World Strategies for Market Entry -** Discover actionable insights and best practices for entering the Korean market, learn from examples of successful U.S. exporters in the agri-food and floriculture sectors

The Western United States Agricultural Trade Association (WUSATA) is a non-profit trade association whose members are the thirteen western state departments of agriculture. WUSATA is administered by the USDA's Foreign Agricultural Service (FAS) and funded through the Market Access Program (MAP) with a mission to support and assist members and agribusinesses in the 13 western states in developing and enhancing international markets for U.S. food and agricultural products. 4601 NE 77th Ave, Suite 240, Vancouver, WA, 98662 | www.wusata.org | (360) 693-3373